GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1416
ANSWERED ON:04.03.2016
Advertisements through English/ Hindi Media
Muddahanumegowda Shri S.P.;Nayak Shri B.V.

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has taken note that English and Hindi media agencies receiving more advertisements than other agencies publishing and broadcasting in vernaculars;

(b) if so, the details thereof and the reasons therefor; and

(c) the steps taken/being taken to reduce this difference?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}

(a) to (c) As per the Advertisement Policy of Government of India, while releasing display advertisements, DAVP distributes advertisements to all languages depending on the target area, budget available and client preference etc. During the financial year 2015-16 (till 29th February, 2016), out of the total advertisements released in Print Media, English newspapers received 25.17%, Hindi newspapers 42.32% and other languages newspapers 32.51% in rupee terms.

As far as broadcasting is concerned, out of the total advertisements released to private C&S TV Channels for 2015-16 (till 29th February, 2016), Hindi Channels received 73.74%, English Channels received 6.33 % and Regional Languages Channels received 19.93 %.

Out of the total advertisements released to Private FM Radio Stations for 2015-16 (till 29th February, 2016), Hindi Stations received 38.77%, English Stations received 0.73% and Regional Languages Stations received 60.50%.

****